RJ Reynolds
Tobacco Company

D. P. FITZGERALD
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North East Sales Area
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DM's
KAM's
AM's

See 2nd page for follow up -
Roger.

June 27, 1996

SENT VIA E-MAIL

Roger Farmer
Rich Kane
Jay Loftin
Jim Piscitelli
Larry Poole
Peter Schmidt
Mark Young

RE: ***Update on DORAL SOC Agreement for Distributor's PL and EDLP Accounts***

As a follow-up to FSC-62-A, dated 4/10/96, everyone should be aware that if they have retail account(s) that either carry a distributor's Forsyth PL as their EDLP or have signed a MONARCH/BEST VALUE EDLP Agreement, they may qualify for a DORAL Share of Category payment. In order to qualify, several major points should be reiterated:

1. Must be a minimum Level II Merchandising Partner.

2. Must be a Level III Merchandising Accrual Partner.

3. Must have a 1996 MONARCH/BV EDLP agreement signed and on file with the Savings Business Unit. If the account is utilizing a distributor's Forsyth PL as its EDLP, this agreement does not apply.

4. Must have a DORAL Share of Category agreement signed and on file with the Savings Business Unit. This applies for MONARCH/BV or an account using a distributor's Forsyth PL as its EDLP.

5. Upon signing an account using a distributor's PL to the DORAL Share of Category program, it is no longer eligible for the $.20 per carton Special Retail Agreement payment.

To date, the Savings Business Unit has only received 10 of these DORAL Share of Category Agreements.

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Source: https://www.industrydocuments.ucsf.edu/docs/jzwn0000

Finally, no signed DORAL SOC Agreement is necessary for our contracted Forsyth retail chains. We will automatically log these in the SBU. The only information we need on these accounts is the ones who do not qualify (i.e., WAWA, Store 24, ARCO, etc.) due to lack of Level II/III Merchandising Agreements. This will be covered when we send out the Private Label Share of Category verification forms in July.

I would appreciate each of you following through with your people to ensure we receive the DORAL Share of Category Agreements. As previously instructed, all signed agreements should be sent to me and I will handle with the Forsyth Group.

Call if you have any questions.

Don

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Source: https://www.industrydocuments.ucsf.edu/docs/jzwn0000